

# UNIT OVERVIEW & LEARNING JOURNEY

## YEAR 10 – Enterprise & Marketing: TERM 3

## YEAR 11 – Enterprise & Marketing: TERM 1

### R069 – Design a business proposal



**Aim of this unit:**

This is a mandatory coursework unit that students will study for two terms, using the scenario provided by OCR. The final coursework mark will be submitted to the exam board in January of Year 11. The theory needed for this coursework is from R067: *Enterprise and marketing concepts* and will be covered in more detail in Year 11.

In this unit students will learn how to design a brand which will make their product stand out in the market, before creating a promotional campaign to get their brand noticed by customers. They will need to create a presentation that they will pitch to an audience. After delivering their professional pitch to an audience, they will reflect on their pitching skills, brand, promotional campaign, and the likely success of the product.

**Assessment Procedures:**

This is the first piece of coursework which students will need to complete independently. This unit is worth 30% of the overall course.

Grading for the course is:

- Pass - equivalent to grade 4 at GCSE
- Merit - equivalent to grade 5.5 at GCSE
- Distinction - equivalent to grade 7 at GCSE

On completion of this unit students will have gained some of the essential skills and knowledge needed to start a business. They will also have gained the transferable skills of creativity, self-assessment, providing and receiving feedback, communication, and evaluation.

**Homework:**

Homework will be set at least once a week. Details of individual homework can be found on Synergy.

**How can you help?**

Ensure your child attends sessions with their teacher after school to improve their coursework. They should also review their theory regularly at home, as well as complete homeworks thoroughly as they are all from past exam papers.

Encourage your child to read and watch the news regarding the business world and discuss this with them. Real life examples will enable them to gain a deeper understanding of the subject and topics they have studied.

PROGRESS so far...			My Target Grade:			L2P	L2M	L2D	L2D*
R068	Mark	Grade		R069	Mark	Grade		R067	Exam in Year 11



# UNIT R069: MARKET AND PITCH A BUSINESS PROPOSAL

## Class Designs - Small business producing t-shirts

### Topic Area 1 (R069): Develop a brand identity to target a specific customer profile

#### 1.1 What is a brand?

This section provides the basis for why businesses develop a brand identity to target a specific customer profile.

**Brand personality:** Durable | Luxurious | Sporty | Value for money | Exciting

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**Brand identity:** Visual look | Colours used | Typeface | Logo placement

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**Brand image:** Logo design | Customer perception | Brand association

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#### 1.2 Why branding used

This section explores the reasons why businesses use branding

**6 reasons why branding is used:** Trust | Brand recognition | Product image | Differentiation | Adding value | Customer loyalty

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#### 1.3 Branding methods

This section looks at the ways in which businesses brand themselves.

**Branding methods:** Brand name | Logo | Sound / Jingle | Strapline | Characters | Celebrity endorsement

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#### 1.4 Produce a competitor analysis

This section looks at competitors and the use of a SWOT analysis.

**Key factors when researching competing brands:** Strengths | Weaknesses | Unique selling point | How the product proposal differs to those brands

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**Identify opportunities and threats in the external environment:** Economic | Social | Technological | Ethical

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**TOTAL ACHIEVED FOR TASK 1 ON COURSEWORK**

**/12**

### Topic Area 2 (R069): Create a promotional campaign for a brand and product

#### 2.1.1 Explain the objectives of a promotional campaign

This section provides the basis for why businesses develop a promotional campaign.

**Explain the objectives of a promotional campaign:** To raise awareness of a product or service \ To differentiate | To create market presence | To increase market share

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#### 2.1.2 Create a plan for a promotional campaign

This section requires you to consider a timeframe for your promotional campaign.

**Create a plan for a promotional campaign:** Campaign | Timeframe | Review | KPI | Adding value | Promotion

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#### 2.1.3 How to create appropriate promotional materials

Here you will learn about the different secondary market research methods and the advantages and disadvantages.

**This section looks at the ways in which businesses use appropriate promotional materials to reach their target market:** Digital | Non-digital | Costs | Service | Target market | Customer profile

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**TOTAL ACHIEVED FOR TASK 2 ON COURSEWORK** /9

**Topic Area 3 (R069): Plan and pitch a proposal**

**3.1 Considerations when planning a professional pitch**

This section provides the basis for the different aspects to consider when conducting a professional pitch to an audience.

<b>Planning a pitch:</b> Pitch   Professional   Attitude   Appearance   Preparation   Visuals	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td style="text-align: center;">DATE:</td></tr> <tr><td style="text-align: center;">RAG RATE KEY</td></tr> <tr> <td style="text-align: center;">J</td> <td style="text-align: center;">K</td> <td style="text-align: center;">L</td> </tr> </table>	DATE:	RAG RATE KEY	J	K	L
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**3.2 Use and development of personal and professional skills**

This section explores the reasons skills required to be successful in the pitch.

<b>Development of personal and professional skills:</b> Verbal   Presentation   Non-verbal   Timing   Professionalism	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td style="text-align: center;">DATE:</td></tr> <tr><td style="text-align: center;">RAG RATE KEY</td></tr> <tr> <td style="text-align: center;">J</td> <td style="text-align: center;">K</td> <td style="text-align: center;">L</td> </tr> </table>	DATE:	RAG RATE KEY	J	K	L
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**TOTAL ACHIEVED FOR TASK 3 ON COURSEWORK** /12

**3.3 Deliver a professional pitch**

This section gives you the chance to present your final pitch.

<b>Practice pitch and constructive feedback:</b> Constructive   Purposeful   Resilient   Modifications   Observant	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td style="text-align: center;">DATE:</td></tr> <tr><td style="text-align: center;">RAG RATE KEY</td></tr> <tr> <td style="text-align: center;">J</td> <td style="text-align: center;">K</td> <td style="text-align: center;">L</td> </tr> </table>	DATE:	RAG RATE KEY	J	K	L
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**3.4 Benefits of using a practice pitch**

This section gives you the chance to practice your pitch and modify it ready for the final pitch.

<b>Delivery of a successful pitch:</b> Preparing   Practicing   Memorising   Timing   Responding to questions	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td style="text-align: center;">DATE:</td></tr> <tr><td style="text-align: center;">RAG RATE KEY</td></tr> <tr> <td style="text-align: center;">J</td> <td style="text-align: center;">K</td> <td style="text-align: center;">L</td> </tr> </table>	DATE:	RAG RATE KEY	J	K	L
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**TOTAL ACHIEVED FOR TASK 4 ON COURSEWORK** /15

**Topic Area 4 (R069): Review a brand proposal, promotional campaign and professional pitch**

**4.1 Review a brand using a range of sources**

This section provides you with the understanding of how to review your portfolio.

<b>Review of a brand:</b> Identity   Self-assessment   Pitching   Peers   Financial predictions   Competitor analysis   External factors	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td style="text-align: center;">DATE:</td></tr> <tr><td style="text-align: center;">RAG RATE KEY</td></tr> <tr> <td style="text-align: center;">J</td> <td style="text-align: center;">K</td> <td style="text-align: center;">L</td> </tr> </table>	DATE:	RAG RATE KEY	J	K	L
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**4.2.1 Compare the outcomes of the pitch with the initial objectives**

This section requires you to consider your initial objectives and how successful you have been in achieving them.

<b>Review of a brand:</b> Objectives   Targets   Achieved   Successful   Reflection	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td style="text-align: center;">DATE:</td></tr> <tr><td style="text-align: center;">RAG RATE KEY</td></tr> <tr> <td style="text-align: center;">J</td> <td style="text-align: center;">K</td> <td style="text-align: center;">L</td> </tr> </table>	DATE:	RAG RATE KEY	J	K	L
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**4.2.2 Review of personal presentation skills**

This section requires you to reflect on the personal skills you presented during your pitch.

<b>Personal presentation skills:</b> Pitch   Timings   Visual aids   Preparation   Target market Objectives   Targets   Achieved   Successful   Reflection	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td style="text-align: center;">DATE:</td></tr> <tr><td style="text-align: center;">RAG RATE KEY</td></tr> <tr> <td style="text-align: center;">J</td> <td style="text-align: center;">K</td> <td style="text-align: center;">L</td> </tr> </table>	DATE:	RAG RATE KEY	J	K	L
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**TOTAL ACHIEVED FOR TASK 5 ON COURSEWORK** /12

**TOTAL FOR THIS UNIT** /60

**FUTURE LEARNING:**

